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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:

Boe, et al.

Serial No.:

09/162,825

Filing Date:

September 29, 1998

Group Art Unit:

2764

Examiner:

M. Tesfamariam

Title:

SYSTEM AND METHOD FOR PROFILING  
CUSTOMERS FOR TARGETED MARKETING

Honorable Assistant Commissioner  
for Patents  
Washington, D.C. 20231

I hereby certify that this  
correspondence is being deposited  
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envelope addressed to: Assistant  
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Name

Date of Signature

Dear Sir:

AMENDMENT

In response to the Office Action mailed May 10, 2000, Applicants respectfully request the Examiner to reconsider the rejection of the claims in view of the following Amendments thereto and the comments as set forth below. Please amend the Application as follows.

IN THE CLAIMS

For the convenience of the Examiner all of the pending claims are reproduced below regardless of whether amended or not.

Please amend the Claims as follows: